

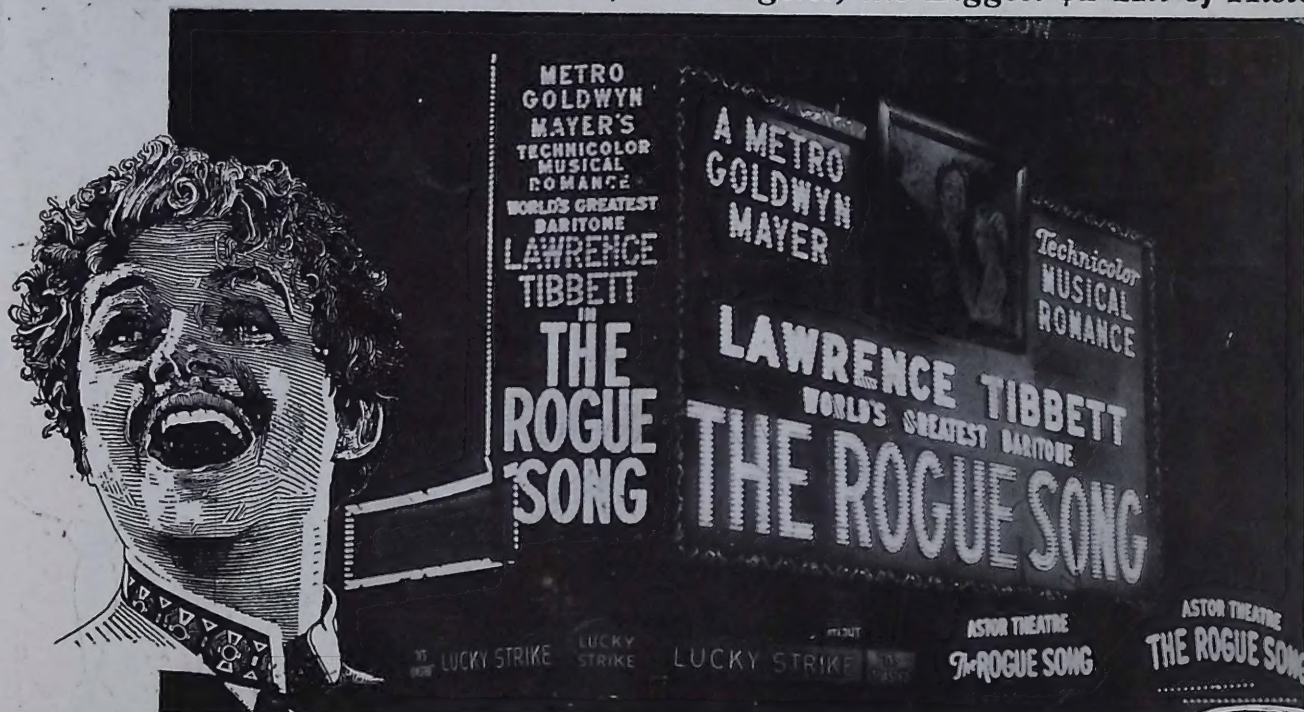
CANADIAN MOVING PICTURE DIGEST

Vol. 21, No. 43

TORONTO 2, CANADA

February 22nd, 1930

At the Astor, N. Y.—at the Chinese, Los Angeles, the Biggest \$2 Hit of History!



ELECTRIFYING THE AMUSEMENT WORLD!

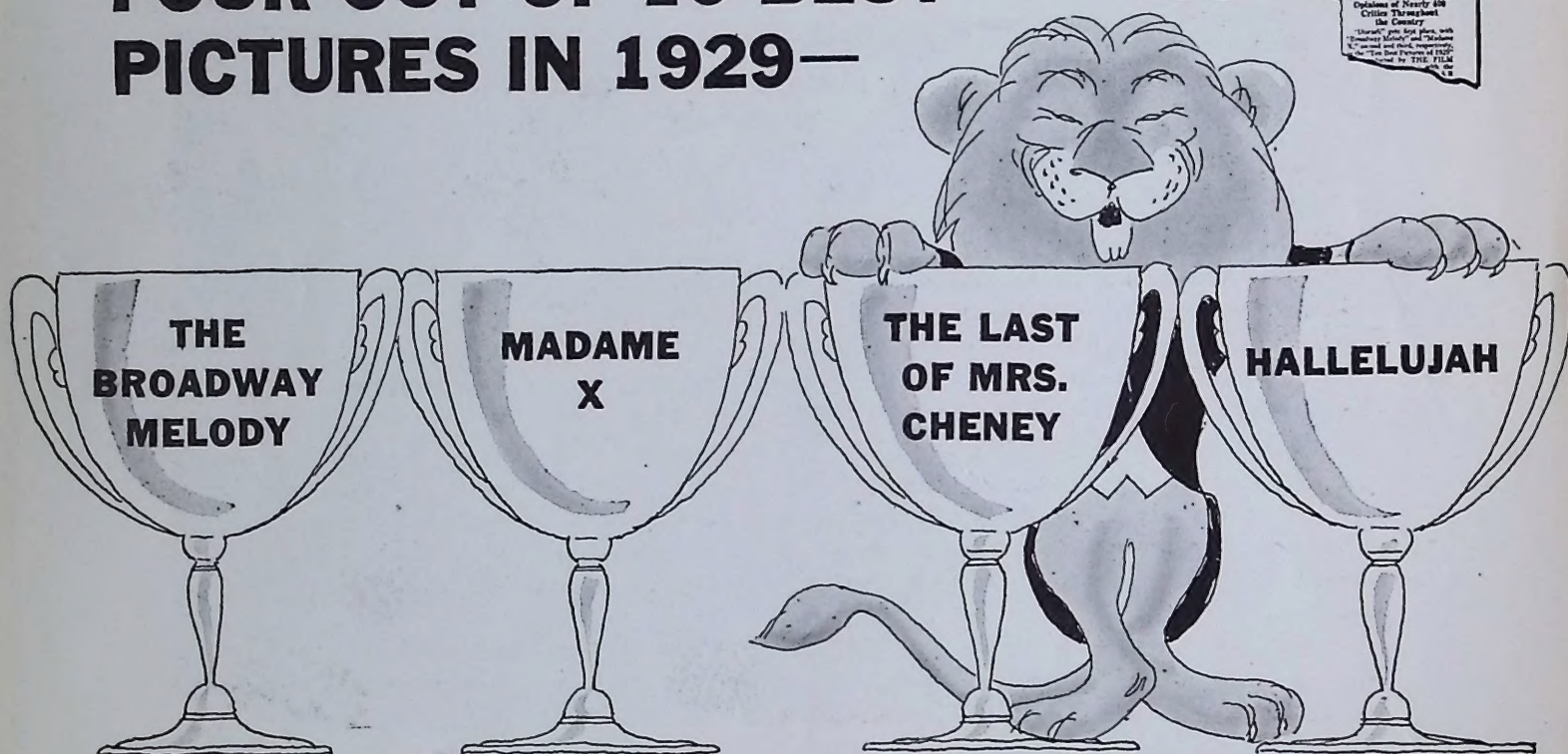


PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

AMERICA GOES METRO-GOLDWYN-MAYER!

*Film Daily's Annual Poll of
400 Leading Film Critics
Gives Metro-Goldwyn-Mayer*

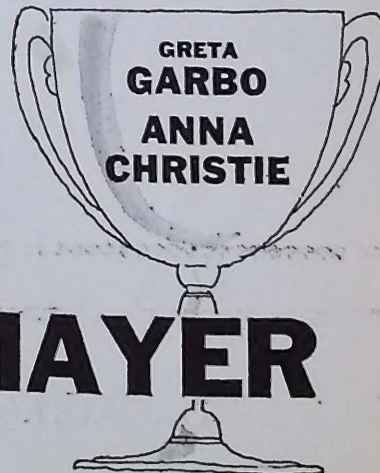
**FOUR OUT OF 10 BEST
PICTURES IN 1929—**



400 Leading Newspapers with 27,000,000 combined circulation are giving front page space to Metro-Goldwyn-Mayer's 4 out of 10 triumph!



AND HERE ARE 2 HITS
CERTAIN TO BE PICKED
AMONG THE 10 BEST OF 1930



METRO-GOLDWYN-MAYER

Electrifying the Amusement World!

Canadian Moving Picture DIGEST

Established in 1915 for
Exhibitors

Subscription: \$5.00 yearly

Telephone: Trinity 1481

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Moving Picture Digest
Company, Limited

259 Spadina Ave. - Toronto

RAY LEWIS

Editor and Managing Director

Vol. 21, No. 43.

TORONTO 2, CANADA

February 22nd, 1930

He Would!



IN QUEBEC, a bill to amend the statute admitting women to the practice of law, was defeated in the Legislative Assembly by a vote of 37 to 29.

There is a bill also before the Legislature to give women the franchise; and the Hon. A. Galipeault, Minister of Public Works and Labor, in talking on the former bill connected it up with the franchise measure, and the feminist movement, whatever that is, and in this manner noticeably turned the vote against the bill.

Because Quebec has passed a law, called the Taschereau Bill, prohibiting children under sixteen from attending motion pictures, it is interesting to note that Premier Taschereau also voted against the bill which would permit women to practice Law in Quebec.

It is evident that Premier Taschereau is not interested in meeting Woman on a Mental Plane, neither is the Hon. A. Galipeault, nor the Hon. J. E. Perreault, Minister of Highways.

This Government is called a Liberal Government in Quebec and a Conservative Government at Ottawa, but the Government itself is fond of naming itself Conservative in Quebec and Liberal in Ottawa.

The term Liberal, either in Quebec, or Ottawa, as represented by Premier Taschereau and his adherents appears to be a misnomer.

Imagine in this day of progress, of enlightenment, of social service, this day which has witnessed women doing a Man's and Woman's work in the duties of life, heading banking and industrial enterprises, stimulating, exploiting enterprises of Trade and Commerce, restrained from the exercise of civic rights, and barred from practicing law in a country which has elected its first woman Senator!

Here is Quebec with its millions of citizens, a rich and industrious province, an asset to the Dominion of Canada, so far behind the Wheels of Progress because non-progressive men are in power.

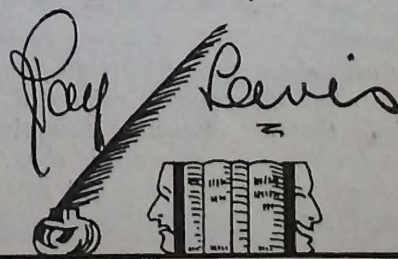
It forces us to question the wisdom of Premier Taschereau on his Children's Theatre Bill now more than ever. How can he be capable of making decisions when his vision is so apparently narrow?

What protection can a province give its children when the mothers of these children are placed on an inferior mental status, than the males of this province.

And yet when the Hon. Galipeault talked against the rights of women to be lawyers, he protested against statements which have been made picturing Quebec women in a state of slavery.

No, they do not place padlocks and iron balls on the ankles of women in Quebec, nor do they incase them in Iron Corsets, like the Crusaders did and knights of old, but they only let them function from the neck down; and their obedience in marital and civic rights is to their husbands!

Be it said to the credit of Quebec that the Hon. Hector Laferte, Minister of Colonization, Game and Fisheries, and Hon. A. R. MacMaster, Provincial Treasurer, voted in favour of the measure.



RAW



RAY LEWIS

PRESENTS

NOW that several provinces in Ontario are to mark films with a letter "U," signifying that the film may be viewed by children, the attitude of the Censor Boards in respect to Motion Pictures may justifiably relax.

With the performance of this parental guide, the Censor Boards can pass a film with a "clear conscience," which may previously have given them some misgivings.

It is necessary for the continued success of Motion Pictures, that pictures are cut with the most artistic discretion, for as previously stated in these pages, cuts in pictures are "killing" Motion Pictures and with the decline of Motion Pictures must come the decline of the offices of censorship.

WHEN Motion Pictures are made "shock-proof" there will be no need for Censors; and when they are censored out of existence, there will be no need of Censors either. For "shock-proof," the public will not go to see them anymore than they go to hear the stereotyped minister, who has no more to offer them, than a promise of heaven, or hell!

This may appear extravagant in idea, but previous to the introduction of Talking Pictures, the picture was not holding its own in popular appeal; and now that audiences are given a chance to "kid" a picture, because they recognize a Censor cut, or the reason that speaking lips fail to talk, it is the beginning of another decline of interest.

THE Industry of Motion Pictures is worth saving and perpetuating; and all rules governing its conduct and enterprise should be observed with a vision which considers its development and progress.

Complaints have come to this office from theatre-owners in regard to "cuts." Audiences complain to theatre-owners, and these in turn to distributors, who in turn must protest to those responsible, namely, the Censor Boards!

For instance, the "cut" of a song from a recent picture occasioned an exhibitor to protest, since he claims, and the press corroborated his claim editorially that his audience promptly made a demand for the song at a music shop; and this shop advertised the fact that this was the song that was "cut."

IF CENSORS begin to "cut" songs they are going to invade a realm which is out of their jurisdiction, and involve themselves in a succession of complications which may compromise music publishers and those privileges which go with a copyright given to a composer, or a music publisher. Public exhibition rights includes all public exhibition rights; and when vaudeville turns on a stage are permitted to sing songs that are really suggestive in their innuendos, why should these same audiences, who remain in this theatre to see the Motion Picture, have a less suggestive song eliminated, because it happens to have been sung in a Motion Picture?

Censor Boards must take all these angles into consideration; and what is important, also, is the playing upon the imagination of a public.

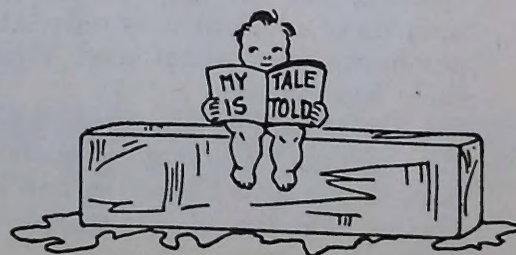
Recently I saw a picture in which one woman undressed a girl, who had come home intoxicated. This woman was the hostess of a cabaret restaurant and admonished her girls to "go straight."

WHEN this girl came home in the condition she was in; and said she had been out with a brother of the hostess, the hostess proceeded to call her a few names, as she put her to bed.

In the midst of this tirade, the voice stopped being audible, although the lips moved on; and there was a general laugh, while each one figured out mentally what she had called the girl.

I daresay she never called her a name nearly as insulting as the audience figured out she had called the girl; and the Censors, by this elimination only accentuated what they wished to correct.

In viewing the position of the Censors, one can realize that theirs is not an easy task, but the "U," should help, for after all, Censorship of Motion Pictures was not instituted for the enlightenment of adults, but the protection of children; and if the Censor Board does its duty in this respect, what more can we ask of a Censor Board?



Fox Meeting Postponed Until March 5th



Now
SOUND
PICTURES
for the

Hard-of-Hearing!

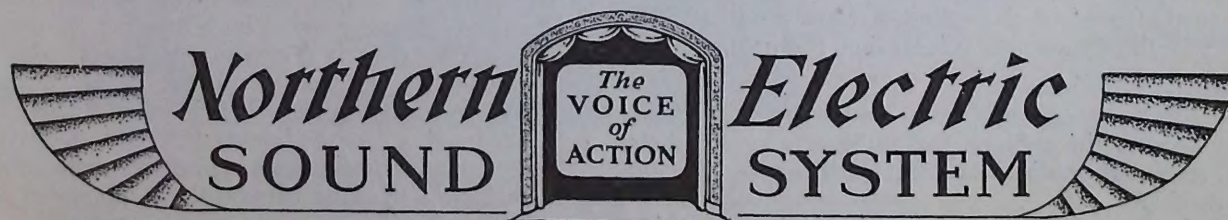
That you may bring even more patrons to your box office, Northern Electric makes available sound picture apparatus for the hard-of-hearing.

Of every one hundred people who pass your theatre, 13 have defective hearing, which means that almost one seventh of those in your community are so affected. The equipment to attract your share of these people to your box office—and to give them full enjoyment of the show—is now ready for installation as a part of your standard Northern Electric Sound System.

This equipment is further proof that it pays to choose Northern Electric. With this system you are assured the benefits of every new development in sound reproduction apparatus.

Good Will and Profits!

RESEARCH PRODUCTS SALES DEPARTMENT, 637 CRAIG STREET WEST, MONTREAL, QUE.



WESTERN ELECTRIC IN U. S. A.

Observations



By The Editor

"Let he who observes, observe that he too is being observed in his observations; and therefor let him make his remarks as he observes the subject of them, nor add a tittle, nor a jot to that which passeth between the observer and the observed. So by these rules may all men know the observer is observant."

WE HAVE a letter from E. D. Baldock, of Ottawa, bringing to our attention that The Digest Christmas supplement is on file in the Ottawa Library.

* * * *

S. R. TYLER, of Gull Lake, Sask., has sold his interests in the Lyceum Theatre, Gull Lake, and the Rex Theatre, Tompkins, Sask., to Messrs. Coney and Tyler of Tompkins. The deal was recently completed and the new management assumes control Saturday March 1.

* * * *

THE LYCEUM under the personal management of Mr. Tyler has always been looked upon as being one of the best houses in the southern part of the province, its cleanliness, comfort and accommodation being outstanding features.

At the time of our interview with Mr. Tyler regarding the change, he informed us that his plans for the future were not made but he will remain here for a week with the new proprietors and then take a well earned holiday.

* * * *

AS CITIZENS both Mr. and Mrs. Tyler have been of a great value in social and religious activities of the town, always giving freely of both their financial and moral support towards any undertaking for the uplift and progress of Gull Lake and District.

The new proprietors, Messrs. Coney & Tyler of Tompkins, the latter by the way, being of no relation to Mr. S. R. Tyler, come on the strong recommendation of the old management who feels that they are deserving of the same support accorded his management."

* * * *

THE NORTHERN ELECTRIC engineer, while making an installation of this company's equipment in the Majestic Theatre, Yarmouth, N.S., gave the Yarmouth Light, a very interesting summary of the Motion Picture in its various stages of development, until the era of the present day Talking Pictures.

The story, as related by The Northern Electric Company engineer states, that, "a hundred years ago the inmates of the nursery whiled away the hours with toys, which to us seem crude. One of these toys was called the "wheel of life." An instrument composed of a cardboard cylinder pierced with vertical oblong holes, through which, when revolved, might be seen a series of pictures pasted to the inside walls in varied positions which, according to the speed of the cylinder, when rotated, gave more or less the appearance of Motion Pictures.

* * * *

IN 1845 this "wheel of life" was brought from Europe, and it became the custom for fathers to apply their inventive genius to the improvement of this early moving picture machine.

Dr. Coleman, of Philadelphia, who had a bent for photography was one of these. He invented the "Kinetoscope," a machine somewhat resembling a butter churn. One afternoon he thought he would try to use his hobby as an amusement for his two boys, Junior and

Horace, so he posed them in the nursery. One hammering a nail and the other rocking a chair beside his brother, and taking double exposures in rapid succession achieved something of a success, although the results more closely resembled stereoscopic photographs than Moving Pictures. However by pasting these pictures on paddles which were revolved inside a tin box, the appearance of motion was given to the succession of photographs when viewed through a stereoscopic hood placed above. This then may be considered as the first conscious attempt of moving pictures on this continent."

* * * *

THE ARTICLE refers to Eastman, who first experimented with a flexible film, while endeavoring to discover a means of increasing the popularity of snapshot photographs, using various forms of gelatine which he found unsatisfactory.

It was due, states the article, to Reverend Hannibal Goodwin, who first used Celluloid as the foundation for the photographic film that the problem for Motion Pictures was solved for all time.

* * * *

THEN the competitive urge, in a race between inventors, for the perfection of Motion Picture equipment, developed and with the introduction of electricity, the new ideas were utilized, absorbed and evolved.

Thomas Edison and Francis Jenkins, "a young government clerk," are reported to have "led the field" and on June 6th, of 1894, "actually staged the first exhibition of Moving Pictures as they are now known."

Some of the pictures were even hand colored to add to their naturalness.

* * * *

THE NORTHERN ELECTRIC Engineer concludes his survey with an exposition on the introduction of Talking Pictures and the installation of equipment in the various theatres.

* * * *

WELFORD BEATON, President and Editor of The Film Spectator, has done The Digest the honor to comment editorially on our Christmas supplement issue, as follows: "Every little while I become desperate and tackle the pile of magazines which have accumulated during my period of greater restraint. I just have completed another onslaught, and have found in the pile the Christmas number of The Canadian Moving Picture Digest, published in Toronto, by Ray Lewis. It is the most beautiful Christmas number of any magazine that I have seen. Each page is printed in ancient script and is bordered by exceedingly well executed color work. The page advertisements are presented in the same manner. Miss Lewis is to be congratulated upon her good taste and enterprise."

* * * *

THE Ukum Theatre, Kincardine, Ont., has been dismantled. A new theatre called the Blue Water has been recently opened. Wm. Hunter is proprietor.

Censor States British Pictures Do Not Pay

In 1929, 57 films were rejected, 234 feet cut, and 693 reels suffered the same fate. Over 40 films were condemned.

United States still leads by miles in contributing films to the province. In 1929, films of U. S. origin shown in Manitoba numbered 1932, while only six of British origin were shown. There were four German, two French, two Ukrainian and one Yiddish.

In an address given by T. A. D. Bevington, Chairman of the Provincial Censor Board, before the Wolseley-Brock Home and School Association in the Isaac Brock School, Mr. Bevington stated that the British and foreign-made pictures were not a paying proposition in Canada with the public.

Mr. Bevington also gave a general survey covering the development of Talking Pictures, and stressed some of the difficulties the Censor Board had to contend with in order to meet this new phase. Mayor Wallace McLandias, President of the Association acted as Chairman.

Strand Theatre Burns

The Strand Theatre, Prince Albert, Sask., was destroyed by fire the evening of February 13th, only a few were in the theatre and these escaped without any injury. The loss was estimated at \$30,000.

Isis Calgary "Sound"

The Isis Theatre, Calgary, Alta., has had "Sound" installation, and opened with "Broadway Babies" in which Alice White plays the lead. It is a First National Vitaphone Production.

George M. Cohan, Out

George M. Cohan will not be seen, nor heard in Motion Pictures since he has cancelled his contract with United Artists to go to Hollywood to write, direct and appear in Motion Pictures.

George will stick to his "old love," the stage, his departure therefrom he terms was in the nature of a sacrifice of not only a sentiment, but a principle.

Joseph Schenck was in conference with Cohan, and although he regretted Cohan's decision, he admired the sentiment involved.

FOR SALE

Four Powers Machines in good order; 400 good opera chairs; exhaust fans and oscillating fans; motors, direct and alternating current; two popcorn machines, one electric and one gas heated; Wurlitzer organ with large supply of rolls.

Apply—B. & F. THEATRES LTD.,

1103 Royal Bank Bldg., Toronto,

Telephone ELgin 0141.

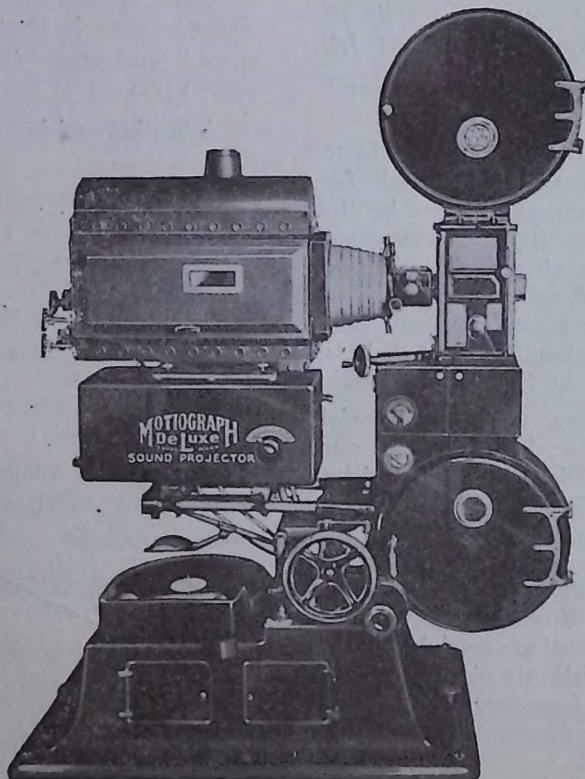
A Thoroughly Sound Proposition!

1. A complete Track and Disc Sound Unit and latest model Motion Picture Projector in one complete unit, built in one factory.

2. Synchronous Motor, Spring Equallized Turntable. Spring Equallized 28-pound Flywheel on track sprocket shaft. Simple exciter lamp, lens unit and photo-electric cell assembly.

3. Model H Mechanism with patented Cylindrical Shutter that cuts off 62% of the heat from the film.

4. Heavy construction, long life, free from vibration.



5. Baldwin Hammond two Unit, two Circuit Amplifier. Two Amplifiers in one. Full A.C. operation, no hum or flutter. Extremely quiet and powerful.

6. Baldwin Hammond Track Amplifiers.

7. Constant Impedance Faders.

8. Baldwin Horn Type Speakers with ten foot air column. Absolutely true reproduction.

9. Service as you require it only at small cost but close to you always.

10. Delivery in March next.

11. Price, around \$6,500.00.

12. Terms to responsible parties.

And it is yours as soon as you have paid for it. Worth investigating. Full particulars on request.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

Looking Over the Mail

February 10, 1930.

Dear Ray Lewis:

Let me take this opportunity of concurring in your first-page editorial of February 1 under the caption: "Wanted — New Critics." The vocalized screen has so enlarged the field of pictorial entertainment that to write one's critique from the angle of the Dummies only would be not half telling the story. One of the big surprises of the new phase of our stock-in-trade is such demonstrations as that of Bebe Daniels in "Rio Rita," Gloria Swanson's singing, also the copper-plate diction of men of the type of George Emery in "Behind That Curtain," the curtain speech of Conrad Nagel in ballyhooing "Noah's Ark" and the choral finesse of some of the newer and more properly-attuned productions.

The glamor of color-scheming, stage craftsmanship from the structural standpoint, such delicate touches as George Arliss' tragic whisper in "Disraeli"; (Queen's Drawing Room scene) all these are technical points that lend prestige and undoubted excellence to the Talkies, so much maligned at the outset.

Indeed, a man or woman who sets out to review a talking picture nowadays has got to be fairly cognizant of all the vegetables, not only the onions. One must possess an analytical mind, capable of giving a fair average judgment along dramatic and musical lines as well with an added appreciation of some of the other points I have already mentioned. I must confess in spite of over twenty years of sizing up moving pictures, I fell into some horrible errors of judgment in the early stages of this new game.

In private review some of the pictures booked in to me were not to my taste. I was tempted to ask for substitutions but preferring to let my audiences be the final jury, I discovered the pictures to have a preponderance of public appeal. This was all very illuminating to me as a manager of a house of metropolitan calibre and believe me, I am not going to condemn any particular mood or feature of a production until I have served a good long apprenticeship at the Talkie bench.

I was deeply impressed, however, with an editorial in one of our local papers the other day following our presentation of that epic picture "Disraeli." The editor opined that perhaps after all the best guide for Talkie producers was the actual unabridged script of standard plays with all the fine, carefully-considered diction of the original and to as great an extent as possible, the stage technique and "business." The average auditor hates to have the well-known works of playwrights hashed up to suit camera purposes. With one picture a week of the "Disraeli" type, no theatre of any standing should ever get into red ink. I think your observations on February 1 were most timely and true.

My best regards for your success and your personal good health,

Yours very truly,

W. H. GOLDING,

Managing Director, St. John, N.B.

"Thanks, Walter Golding, enjoyed your letter, which certainly sounds like Show Business."

January 29th, 1930.

Dear Miss Lewis:

I notice in your issue of the 4th January, 1930, that you state that the first talking picture to be shown in South Africa will be Al Jolson in the Vitaphone Production "The Singing Fool."

I beg to inform you that Messrs. Kinemas Ltd., who have now a circuit of over 100 theatres in South Africa, have been showing talking pictures in that territory since March, 1927. This company was the first company in South Africa to show a full length talking picture, this being "Syncopation" which opened in Johannesburg on Friday, the 13th September, 1929. I shall be glad if you will make the necessary correction in your next issue.

Yours faithfully,

J. TAYLOR,

London Secretary, Kinemas Limited,

London, England.

"Thanks, Mr. Taylor, for the information on RKO's 'Syncopation,' would also be interested to know what Talking Pictures you released in March, 1927."

* * * *

February 14th, 1930.

Dear Miss Lewis:

Enclosed please find cheque for \$5.00 as subscription to your paper for one year and oblige.

I figure on building a new theatre here this season. Same to open in September with the "best talking equipment," and stage for road attractions. Seating capacity, 1,000.

With best wishes,

Yours respectfully,

SANFORD DELANEY,

Delaney Theatre, Gananoque, Ont.

"Thanks for the subscription Mr. Delaney, and good luck with the new theatre."

* * * *

January 28th, 1930.

Dear Miss Lewis:

I have been much interested in seeing your Christmas Supplement, which is a fine specimen of printer's art and does you credit.

Yours sincerely,

R. D. BLUMENFELD,

Editor of the Daily Express, London, Eng.

"Thank you, a tribute from the editor of The Daily Express, London, is a real tribute."

* * * *

February 10th, 1930.

Dear Miss Lewis:

There is a thought that has occurred to me that may be of great value to theatre owners and would ask you to convey this thought through your valuable paper, that particular attention should be paid during the cold wea-

Looking Over the Mail

ther with new prints coming to Exhibitors from Exchanges.

The prints should be allowed to stay in a warm place until they become room temperature before being put into the projection machine.

Recently several exchanges have lost prints because of the fact that they were placed into a projection machine and run after they had been in transit in the cold weather and the result was that they were cracked throughout. This, of course, applies to both sound and silent product and I really believe this is a thought worthy of delivery to the theatres of Canada.

Yours very truly,

S. B. TAUBE,
Special Representative,
Sono Art - World Wide Pictures, Inc.
Toronto, Ontario.

"Thanks, Sid Taube, for this specific information, which is of general value."

* * *

February 4th, 1930.

Dear Miss Lewis:

Words fail to express how thoroughly I appreciate receiving from you the beautiful supplement to the Canadian Motion Picture Digest. It is indeed a work of art and I wish to compliment you for conceiving such a splendid idea, which at the same time carries with it a message of goodwill throughout the Industry.

The Supplement indicates much industry and ingenuity on your part.

Wishing you success and all prosperity throughout the year and in the years to come.

Yours truly,

J. A. H. MILLICAN,
Calgary Film Board of Trade, Calgary, Alta.

"Thank you, Mr. Millican, for your most flattering tribute. We hope we were as good as you sound."

* * *

February 10th, 1930.

Dear Ray:

I am sending you a comment by "Merry Greek," Personally I think this self ordained critic should be taken down a peg or two. He gets a rap in every week for somebody, but is diplomatic enough to cover up on some other picture.

Yours very truly,

CHARLIE WIENER,
Manager, Winnipeg Theatre, Winnipeg, Man.

"Thanks, old friend, for bringing our attention to this matter. We will analyze the value of the criticism involved."

* * *

January 21st, 1930.

Dear Miss Lewis:

I want to thank you for your letter of January 13th enclosing the Christmas supplement issue of the Canadian Moving Picture Digest. It is a very beautiful booklet and I appreciate your kindness in sending it to me.

Very truly yours,

FRANK F. BARHAM,
President, Evening Herald, Los Angeles, Calif.

"Thank you for your appreciation."

January 30th, 1930.

Dear Miss Lewis:

I am in receipt of your letter of January 10th, and also the Christmas Supplement of your Canadian Moving Picture Digest.

I have gone through this Digest with a great deal of interest, and feel that you should be heartily congratulated on it. It is indeed gratifying to know that many people throughout the world are beginning to realize the motion picture is something more than mere entertainment. A fine and dignified periodical such as your Digest will do a great deal to awaken many people to the fact that the motion picture of to-day, particularly the Talking Picture, has a definite place in our civilization, and tremendous influence on the thoughts and ideals of the millions of people who spend countless hours in the motion picture theatres.

Thank you very much for your communication, and for the Digest Supplement.

Very sincerely yours,

CONRAD NAGEL,
Beverly Hills, California.

"Thanks, Mr. Nagel, for your appreciation. May we in return congratulate you for your valuable contribution to our Industry by way of artistic merit and the dignity of your general conduct and reputation."

* * *

January 30th, 1930.

My Dear Miss Lewis:

I want to thank you very heartily for the beautiful copy of the Christmas supplement of the Canadian Moving picture Digest.

I have read it with interest and have been impressed not only with the excellent selections from prose and poetry which have been made, but by the many poetic offerings of your own pen. Allow me to congratulate you on the work.

Sincerely yours,

R. T. WAUGH, Dean,
University of Southern California.

"Thanks, Dean Waugh, we value very highly your expression of appreciation."

* * *

February 13th, 1930.

Dear Miss Lewis:

Thought the enclosed item may be of interest to some of our readers (reporting sale of Lyceum and Rex Theatres.)

Will be advising you later as to where to forward my copy each week, as I have been in the business too long to stay out for any length of time.

With very best wishes,

I remain, your sincerely,

SAMUEL R. TYLER.

Managing Director, Lyceum and Rex Theatres,

P.S.—Just overlooked to mention that I am sure that I can get my successors to subscribe to "our own trade journal."

"Thanks, friend Tyler, for your information, and your subscription boost. Don't leave us, we need our real showmen to remain in Show Business."

Presto Machine Opens Toronto Office

A recent visit to a demonstration of a "pick-up unit" proved without a doubt that there is much to the quality of reproduction in the "pick-up."

The Presto Pick-Up Unit, is now being marketed in Canada, its distributors, Presto Machine Products Corp., claim for it that it has "definite features of superiority," involving, "increased output — approaching the theoretical ideal volt generation." "Extreme sensitivity as the result of unique armature design and construction." "Vibratory flexibility, increasing volume and minimizing record wear." "Clarion-like definition established by use of highly specialized materials in magnetic-circuit components."

"Elimination of sharp resonance peaks by virtue of correct balance of oscillating member; freedom from excessive needle scratch and other distorting noises without sacrifice of tone quality."

In addition to these five definite features, there are six more, making eleven in all; and the eleven combining to make a "pick-up" which is in itself in the nature of a musical instrument, which reproduces the various grades of tone with a degree of naturalness for which this company claim they are exclusive.

The Presto plant is said to have been the outstanding reproducer, or sound box manufacturer in the independent phonograph industry covering a period of close to fifteen years.

This company has also been the leaders in the production of the Orthophonic types of reproducers, with which true and tonal quality we are familiar.

The Presto Machine Products Corp., has opened its

offices at 505 Yonge St., Toronto; and J. E. Rudell is in charge.

There are two models to meet the requirements of the small and larger theatres.

Loew's Belleville Hold-Up

An unmasked bandit held up the treasurer at Loew's Theatre, Belleville, recently and got away with the Saturday night receipts of \$270.00.

The hold-up artist entered the theatre in the regular manner paying his admission, and hanging around the rear of the auditorium until the box-office in the inner lobby was closed by the assistant cashier, Miss Florence Whittle.

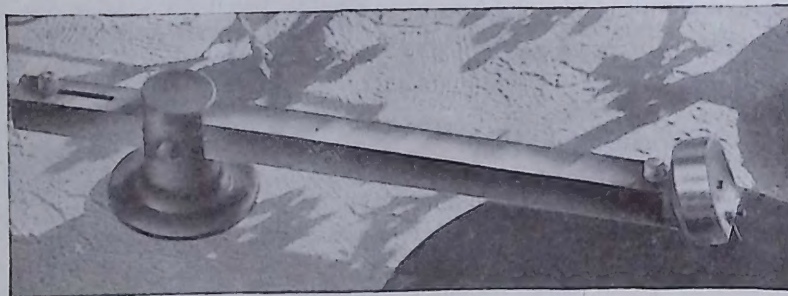
Miss Whittle took the receipts to the office upstairs; and after checking up with the assistant manager, Leo Scott, turned to leave when the bandit entered keeping one hand in his pocket.

Although slightly suspicious, Miss Whittle pursued her way downstairs noting that nothing unusual was transpiring.

Scott then faced a revolver barrel and a command, "I'll take the cash, Leo," which was still on the desk; and which the bandit stuffed into his pockets, having taken the precaution to lock the door of the office previously.

The bandit then backed out, warning Scott, "not to holler."

Setting "NEW STANDARD" for Pick-ups



"The Projectionist"

Pick-up for Talking Pictures

1. Instantly replacable head without need of tools.
2. Permanently aligned bearing construction to withstand rough professional use.
3. Adjustable needle pressure weight.

Presto Machine Products Corp.

505 YONGE STREET

J. E. RUDELL

TORONTO



Show Business



Discarding their helmets and rubber coats and carrying extinguishers behind their backs, firemen marched into the Cameo Theatre, 1371 Ontario Street, Montreal, during a performance for the purpose of subduing a fire in the projection room of the theatre. After completing the job, the firefighters marched out again without disturbing the audience. The only ones who knew were the ushers who jumped to their emergency posts when a private alarm was sounded. One of the projectionists rushed down the street to warn the firemen not to make a noise while the other kept the flames confined to the projection booth.

Fire which broke out in the balcony caused considerable damage to the Regent Theatre, prominent downtown house of Famous Players Canadian Corp. in Ottawa, the Canadian Capital, during a performance of "Their Own Desire" Saturday evening, February 15, with the house practically filled. There was no panic and all patrons reached the open air in an orderly manner. The upper portion of the auditorium was swept by the flames but Manager T. R. Tubman announced that the Regent would re-open shortly.

"Shiraz," a novel silent film production produced in India, is having quite a run in Eastern Canada. At the Roxy Theatre, Montreal, the feature was held over for a second week by Manager Chas. Lalumiere despite the presence of big wired theatres in the immediate vicinity.

The Lord's Day Alliance has promised to ask the Canadian Federal Government to stop Sunday shows in the Province of Quebec and the Canadian organization is keeping an eye on developments in Washington, D.C., with respect to the fate of the measure to prohibit Sunday presentations of films handled in interstate commerce.

A splendid tie-up with the Philco distributors and nine local Philco dealers was secured by Manager Ray Tubman of the Regent and Imperial Theatres on the occasion of the simultaneous presentation of English and French prints of "The Love Parade" at the two houses. A Philco radio was given away in a guessing contest while a real Philco radio instrument was placed on the Regent marquee for the street broadcasting of "The Love Parade" music as it was screened. Each of the radio dealers had a special "Love Parade" window display while the music houses also featured the phonograph records. Special Philco advertising also appeared in the newspapers. It was one of the most comprehensive campaigns in Ottawa in months.

An indication of theatre prosperity in Canada is found in the announcement that profits during the first three months of the current fiscal year for Famous Players Canadian Corp. were double those of the corresponding period one year ago and that the dividend of \$2 on the common shares had already been earned, net for the remaining nine months being "velvet."

Considerable change has been effected in the Strand Theatre at Brandon with a new manager, Western Elec-

tric installation, new ventilating system, new marquee, new seats, new screen and new decoration. Otherwise it is the same old Strand. The new manager is Al. Ritchie, also directing the Capitol in Brandon, who was manager of the Paramount exchange in Winnipeg.

Taking the cue from the Ontario Government, the Manitoba Legislature is providing for new theatre safety regulations and new rules governing film storage in exchanges.

Without a further referendum on the subject, the Toronto City Council has adopted Daylight Saving again for 1930 to start May 11 and terminate September 14.

United Amusement Corp., affiliated with Famous Players, is completing its 18th and 19th theatres, these being the Granada and Monkland Theatres in Montreal, which are scheduled to open in March. All but one of the United houses are handsome suburban theatres in Montreal, the odd one being located at Sherbrooke.

The theatres and newspapers of Ottawa, Ontario, were swamped with telephone calls during the recent Winter Carnival because of a persistent rumor that Buddy Rogers and Richard Arlen were spending the week in the Canadian Capital for the sports. The rumor was repeatedly denied.

Hippodrome Presents Survey of Star Plant

THE ASSOCIATED Screen News Limited is responsible for a News Reel which presents the Star Plant in a most interesting fashion. The photography is excellent, while the continuity and sequences builds up a story which is certainly of entertainment value.

The picture takes you through the Star Building, reveals the business of "getting news and compiling news," you get the make-up processes and the printing process; and all the details and elements which make up these angles of getting out a newspaper, until one finally sees the thousands of daily copies coming off the press, folded and ready for distribution.

It is entertaining because it is instructive; and since all of us are readers of some daily paper, to see how that newspaper, which we hold in our hand, is conceived and born, has a news value interest in addition to its other qualifications.

Incidentally the Toronto Daily Star reveals the fact that it "takes its own medicine," they believe in advertising!

Foster Hewitt does the explaining, in good voice.

No element, or power which contributes its force, or material to this newspaper is overlooked, we are taken to a view of Niagara which supplies the power, the electric systems through which this power passes until it "feeds" the presses; and the gushers of ink which does the printed writing. Even the business of making pictures is revealed; and altogether we come away with a concrete idea that newspaper business is a great business.

National Motion Ad Offers Fettifone Equipment

The National Motion Ad. Co., is presenting its Fettifone Synchronizer in Canada, with which instrument it delivers a guarantee and also a service covering a period of two years, providing "parts are returned prepaid" to the company's factory in Chicago.

The National Motion Ad Co., advertize that there is no mechanical work needed on projector, and that it can be installed on any projector, by a local operator in two hours.

It is connected to the crank shaft, on the left hand side of the projecting machine, and requires no extra motor, turning at 90 RPM, there is no jerk or strain when starting, and no actual strain placed on the projector, the crank shaft which drives the synchronizer is said to be the most powerful and slowest moving shaft on a projector.

Fettifone provides for an 8-inch height adjustment. The company's adjustment is from 42 inches to 50 inches from floor to crank shaft, but if exhibitors' measurements on equipment varies from this line of adjustment, arrangements can be made for special tubing.

Exhibitors in the U. S. appear to be well-satisfied with Fettifone, which is after all the supreme and only test.

A letter from Carl Andurks, Cozy Theatre, Orange Grove, Texas, states, "Wish to advise you that I have installed Fettifone and am well pleased with same. Rush me another and include connectors for Powers and Simplex."

Another letter from A. Rottenstein, Aliquippa Theatre, West Aliquippa, Pa., reads, "I am pleased to say that I have as good talkies as any one has ever heard, and I invite you to send anyone here to look the outfit over, so you know how I feel about the matter."

There are several other letters "which are the equal of those from which we have quoted.

J. R. Muir Protests Amusement Tax

J. R. Muir, Manager for Famous Players, in the British Columbia territory, informed the press that theatre prices will be increased five percent. throughout British Columbia, unless the Provincial Government offer relief on this form of taxation, carrying out the policy of the late government.

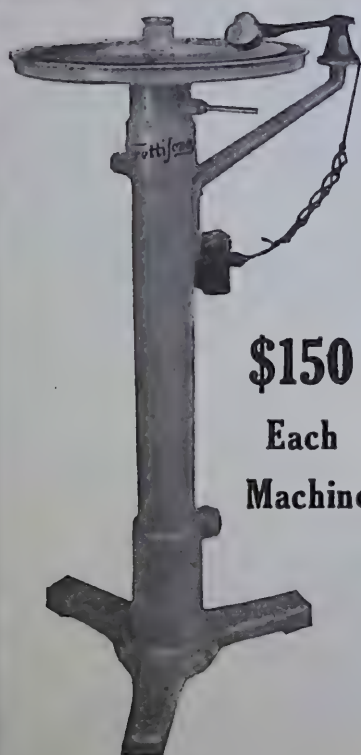
Theatres have been absorbing the tax. Mr. Muir states, "The Amusement Tax can only be collected constitutionally by way of tax tickets purchased by the patron. These tickets proved such a nuisance that the late Government obtained an agreement from the theatres that the theatres would absorb the tax."

Mr. Muir further emphasized that the British Columbia theatres have been obliged to make an additional capital expenditure of about \$500,000 in respect to sound equipment, and that this is only an initial expenditure.

"This tax was never intended to impinge upon the theatres," states Mr. Muir, "and our agreement with the Liberal Government, when we assumed this great responsibility, was that the tax was to be gradually reduced until as a super-tax and a nuisance tax it would be eliminated."

Walter Davis South

Walter Davis, the popular manager of the RKO Capital, Winnipeg, is enjoying his holiday in the sunny south. In a postcard from Mobile, Ala., Mr. Davis says he is having a great time and luxuriating in the warmth of the southern sunshine. Mrs. Davis is with him.



\$150

**Each
Machine**

Box Office Music!

Mr. Kleinsassar of South Dakota says:

"On my first two shows I cleared nearly enough cash to half pay for my installation--After trying to exist on silents it feels fine to get a lift in the box-office like FETTIFONE gave me--."

Quickly attached to all projectors.

Two Fettifones and Fader complete with pickups - \$350.00

Write for New 4-page fully illustrated folder.

National Motion Ad Co.

2450 Prairie Avenue

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CHICAGO, ILL.



J. M. FRANKLIN
Manager, RKO for Canada.

JOE FRANKLIN, Manager of Keith's RKO Theatre, Ottawa, and General Manager of the RKO Theatres, Canada, together with Pete Egan, Manager of the Capitol Theatre, Regina, Sask., answered the call of *The Digest* and co-operated with other interests in securing a reprieve for Herman Ravinsky, condemned to be hanged February 19th. The gallows had been erected, and Hangman Ellis had arrived on the scene to perform his gruesome job, when the reprieve came, and Ravinsky was granted a stay of execution until March 11th.

Both Franklin and Egan had been working for a commutation of sentence for Ravinsky, Egan in Regina, and Franklin in Ottawa, since Ravinsky's conviction was based on circumstantial evidence.

THE DIGEST visited the home of Ravinsky's parents, an aged mother and father, barely able to provide a living for themselves, pleading for someone to save their son, protesting in his innocence; and that some day "Jimmy Brown" would be found, Brown whom Ravinsky accuses of having committed the crime, for which Ravinsky has been condemned.

IN VIEW of the poverty and age of Ravinsky's parents, and the fact that he grew up on the streets of Russia, that there is no proof showing that he committed the murder, your editor, when called upon to help, responded to this call; and Messrs. Franklin and Egan lost no time in responding to *The Digest's* appeal for their co-operation. There is no law in the Talmud, or in the principles of the New Testament, which demand the death of a man on circumstantial evidence, nor do these Old Pillars of our Conduct, upon which we lean, ignore the principles of mercy in the dispensation of Justice.

JOE FRANKLIN and Pete Egan are both conspicuous in their work of service; and we are proud to say that throughout our Industry and the World of Showmanship there is that ever-ready willingness to serve "the under-dog," in the game of life, which each of us plays, not knowing what cards Life may have stacked for us. My sincere thanks to you, Joe Franklin and Pete Egan!



PETER EGAN
Manager, Capitol Theatre, Regina.

A THRILLING climax to this work for a reprieve, came with the announcement of the arrest of one Sloane, a bond salesman, at Sydney, N. S., who first gave his name as Brown, and who answers to the description of the missing "Jimmy." Sloane has been arrested on another charge of murder. It is his alleged confession in connection with the Ravinsky case which convinced the authorities that a reprieve for Ravinsky was justifiable.

—Editor.

POSITION WANTED

Theatre Manager, several years experience, apply
BOX 4—CANADIAN MOVING PICTURE DIGEST

Dual-Focus: A Development of Ilex F:2.5 Projection Lens

Not an experiment but a scientific co-ordination of specially designed optics with an efficient and simple mechanical arrangement.

Its features:

A shift of the lever and it snaps into position, maintaining the same size screen covering with sound film as with silent film.

In changing from disc to sound film, sharp side definition retained.

Its efficiency has been proved by actual use in some of the larger theatres in the country over a period of months.

No painstaking adjustments.

Automatically and instantly in correct focus.

F:2.5 speed maintained in all focal lengths.

AND ABOVE ALL

the superior optical qualities insuring maximum sharpness and brilliancy, which resulted in an instant and overwhelming demand for Ilex Lenses when they were first announced, are preserved in both adjustments of the Dual-Focus Type.

Ready for distribution in all focal lengths. Write us for further details. Distributed in Canada by

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Round About the Studios



Colin Clive, star of "Journey's End," the Tiffany-Gainsborough production directed by James Whale.

Maurice Chevalier, famous French singer, whose ability has made him a popular favorite in America within the short space of one year, has just been signed to a long-term contract by Paramount Famous Lasky Corporation.

Joseph Cawthorn has been added to the all-star cast of Radio Pictures' original screen operetta, "Dixiana."

This marks Cawthorn's fourth appearance on the talking screen in an RKO production. He has played in "Street Girl," "Jazz Heaven" and "Dance Hall."

Sammy Lee is staging his second all-colored revue for Metro-Goldwyn-Mayer's new Norma Shearer starring vehicle, "The Divorcee," which Robert Z. Leonard is directing.

Joe Cook, America's humorist and star of the stage production of "Rain or Shine," has left New York for Hollywood where he will make his debut in talking pictures by delineating the character he created in "Rain or Shine" for the Columbia production. Cook, who has been filling a contract in vaudeville will stop off at Cleveland and Chicago to complete two engagements before becoming a movie star.

To John S. Robertson has been assigned the post of director for the John Boles picture following his appearance in "La Marseillaise." It is entitled "Moonlight Madness" and is from an original story by Houston Branch with continuity by Charles Webb and dialogue by Henry La Cossitt. Jeannette Loff will be John Boles' leading lady in "Moonlight Madness" and elaborate preparations are now being made at Universal City for the songs which Boles and Miss Loff will sing. The production will have a Spanish setting.

Warner Bros. have changed the title of "A Woman's Game" to "Three Rooms."

Edmund Breese, eminent stage and screen character star, is the latest addition to the cast of Metro-Goldwyn-Mayer's new marine melodrama, "The Sea Bat," now in production under the direction of Wesley Ruggles.

A dispatch from Hollywood states that Alistaire MacDonald, son of the British Premier, saw several sequences of the all-talking version of "Journey's End," a Tiffany-Gainsborough production, and said: "Obviously a great agent for peace. It is fine because it will make people think. I am very glad that such a real and impressive thing is going out." James Whale, who directed the London, New York and Chicago stage productions, of "Journey's End," also directed the screen version.

According to announcement made by Phil Goldstone, chief executive of Tiffany Studios, Jack Benny has secured his release from his Metro-Goldwyn-Mayer contract to play the title role in "The Medicine Man," an adaptation of Elliott Lester's stage play, work on which soon will be started by Tiffany.



Sam Hardy making love to Barbara Stanwyck in Columbia's "Mexicali Rose."

A Mack Sennett Comedy Week was spontaneously staged last week in Winnipeg where four out of the five first run theatres played Mack Sennett Comedies.

"The Big Palooka" appeared at the Garrick Theatre; The Capitol Theatre had "The Lunkhead"; "A Hollywood Star" played the Winnipeg; and "Uppercut O'Brien" the Province Theatre.

Lawrence Grant, who gained fame for his representation of the ex-Kaiser in a number of pictures, portrays an elderly roue in "Safety in Numbers," Charles "Buddy" Rogers' latest starring vehicle. Grant returned to motion picture work after appearing on the Pacific Coast stage with Pauline Frederick in "The Queen was in the Parlor." His last role for Paramount was that of one of the suspects in "The Canary Murder Case."

Following closely upon the announcement that the company had secured "Rain or Shine," Columbia has produced screen and dialogue rights to "Soldiers and Women," one of this season's successful stage plays. It is the work of Paul Hervey Fox and George Tilton and starred Violet Hemming and A. E. Anson.

Jeanette MacDonald, Robert Chisholm, Dorothy Dalton, Joe E. Brown, Joseph Macauley and Zasu Pitts are now in the cast of "Bride 66," Arthur Hammerstein's first musical film, in which new music composed by Rudolph Friml will be heard for the first time. Lois Moran, suffering from laryngitis, had to withdraw from the cast.

Gloria Swanson's next screen appearance will be made in an all-talking and singing comedy drama, "What A Widow!" from the pen of Josephine Lovett. The story is ultra-modern and sophisticated, the locales are New York and Paris and on shipboard, and Miss Swanson will wear fifteen different gowns and frocks, even more than she presented in "The Trespasser."

Alma Rubens, the charming screen actress, now fully recovered from her recent illness, which was so widely publicized, arrived in New York from Hollywood recently. Miss Rubens comes East to join her husband, Ricardo Cortez, who is at present playing at the RKO Proctor's 58th Street Theatre, in a playlet called "Wanted." She announced when she left Los Angeles, that she will arrange to return to the stage and resume her professional career upon her arrival here.

Universal has changed the title of the Hoot Gibson production, "Hand 'Em Over" to "Trailing Trouble." This production was directed by Arthur Rosson with a cast which includes Margaret Quimby, Pete Morrison, Olive Young and William McCall.

"Fame" by Audrey and Waveney Carter will soon be put into production at the Warner Studio as a Vitaphone special. This picture is based upon the short story, "Misdeal," and will be made with an all star cast. Selection of players will be started shortly.



"Wheeler," young star of "Our Gang" Comedies, released through M-G-M.

Palace, London, Installing Northern Electric—Twenty-eight Other Theatres Also

In Appreciation and Expectation

Dear Mr. Exhibitor:

I am just in receipt of the returns for the first four weeks of the eight week Mid-Season Sales Drive I instituted for Regal Films Limited. I want to take this opportunity of thanking you for the kind co-operation you have given our Branch Managers and Salesmen by signing contracts with them which has allowed them to achieve 100% of their objective for the half-way mark of this Drive.

We have still four weeks to go in which to bring the Sales Drive to a conclusion and there are many exhibitors that our representatives have not had the opportunity of calling on. They will undoubtedly call on you within the next month with a view of negotiating contracts for our Metro-Goldwyn-Mayer and Pathe Feature and Short Subject products, and I would deem it a personal favor if you would carefully go over your existing contracts in an endeavor to give our representative as much representation as possible.

Again thanking you for past co-operation, I am with best wishes,

Sincerely yours,

WALTER F. HAYNER,

General Sales Manager,

Toronto, Feb. 21, 1930.

Regal Films Limited.

5 Single Reel Subjects That Are Favorites With Fans Everywhere

Here is a list of single reel subjects that are used regularly in the de luxe theatres everywhere. They are original, unique, interesting and witty and rounds out any program to perfection. Your patrons know them and want to see them.

Pathe News

(Sound or Silent)

The news reel that is conceded the world's best. This is the Canadian edition.

Pathe Review

The screen's only magazine. Nothing else like it. Much of it is in technicolor. Highly interesting to old and young.

Aesop's Film Fables

Cartoons that have become world famous. More real laughs in each of them than in the average two-reel comedy.

Topics of the Day

Wit and wisdom as gleaned from the press of the world. Clock the laughs and note the favorable audience reaction.

Rice's Sportlights

All branches of sport treated in an original and interesting manner by that great authority, Grantland Rice.

**ALL
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BEAR
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**ALL
IN
SOUND,
MUSIC,
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